

28 November, 2005

3 Hong Kong premieres the latest "Dance" TV commercial tomorrow to showcase Hong Kong's lightest and slimmest video mobile phone with the strongest music content

In line with the roll out of Hong Kong's lightest and slimmest 3G video mobile phone and 3's reinforced music content, 3 Hong Kong produced a new TV commercial titled "Dance", in which pop singer Janice (衛蘭) and Taiwan's hip singer-writer Michael Huang (光良) play a role. The commercial, exuberating strong personality, adopts a lively contemporary approach to showcase the new force of 3's latest video mobile phone and mobile audio-visual music.

3's brand new "Dance" TV commercial to showcase the "lightest, slimmest and strongest music"

This brand new TV commercial depicts Janice as the heroine wearing an earphone and using a 3G video mobile phone to listen to heavy beat songs while dancing on the platform. Janice is so immersed in the music and her dancing that is oblivious to the existence of Michael. Michael is the hero in the commercial and stands on the opposite platform. A ringtone suddenly comes from the lightweight and slim 3G video mobile phone which has been held by Janice to play music. To take the video call made by Michael, Janice presses a "music pause" button on the 3G video mobile phone to stop the music. Michael appears instantly on the screen of Janice's video mobile phone and asks Janice, "Hey, have you had enough dancing?" Looking baffled at the screen, Janice turns her head to see a group of onlookers converging on the opposite platform to watch her "performance". Affected by Janice's dance, they are dancing too. Extremely embarrassed, Janice immediately gathers herself.

3 Hong Kong's latest TV commercial is full of vibrancy and energy, demonstrating the "lightest, slimmest and strongest" mobile music dimension created by 3 Hong Kong. In sync with the debut of Hong Kong's lightest and slimmest 3G video mobile phone, 3 truly provides customers with a completely fresh mobile music world. From now on, 3 customers only need a 3G video mobile phone to experience the unique pleasures of 3's mobile music, just like having a portable MP3. 3 creates a new trend for mobile video and music entertainment, bringing vigor and colours to our lives.

The new TV commercial will debut on 29 November

This new series of TV commercial will debut tomorrow night (29 November) on TVB Jade, ATV Home and Cable TV's designated channels. Stay tuned for the upcoming "Dance" TV commercial. 3 Hong Kong will continue to bring a diversified and enriched audio-visual music entertainment content to customers for endless video music pleasure.